



Presented August 4, 2014

## **Town Council Report for July 2014 Parks and Recreation Activity Highlights:**

### *Zionsville Parks Golf Course (ZGC)*

- The weather was very favorable for golf this past month. None of the days were complete rain-outs, therefore generating at least some revenue each day. As a result, for July, 2014, our ZGC reported gross operating profits were ~\$51,231. In our years of operation, we have had only three months where the monthly gross operating profits were above \$50,000. Two of those were in June and July in 2012 (another great weather year) at ~\$52,749 and ~\$51,433, respectively. So this past July's gross operating profits were our third highest ever and were only about \$1,500 out of first and missed second by only about \$200. Just as a historical note, the lowest gross operating profits we've seen for July was in 2009 at ~\$40,395.

### *Events/Activities in the Parks*

- The Lincoln Park Concert Series, for which the Park Board/Dept. cooperates with the Lincoln Park Concert Committee (an arm of the Cultural District group), completed their 2014 series. We have yet to hear the final count on attendance but every time we stopped by the park was packed. There could easily be a combination of reasons including great weather and "productive" advertising techniques (including word of mouth). But two things that probably contributed is the group booking the talent tried to make sure there was something for everyone including some new acts in addition to some of the popular regular type of standbys. The second help was the Park Board helped by improving the infrastructure at the Park so that an additional sound-source could be placed farther south in the park. This had become feasible for this year because the contractor handling the sound had gotten a sound board that could produce the appropriate audio timing in the two sound feeds so the sound was still synchronized appropriately.
- As another example of a cooperative venture in the works, and partially through the efforts of Park Board member Phil Howard, a cycling club whose members are primarily from Dow (called the Agrocyclists) will be working cooperatively with the Park Department to have a "Bike Zionsville Challenge" (the Agrocyclists vs. Team Zionsville) designed to help people get out on bikes with a set of easy goals over a 6-week window starting in September. There will be prizes awarded and T-shirts for completion of the overall goal of 150 Miles in 6 weeks. Weekly fun-rides will highlight several of Zionsville's parks and there is a 400 mile, 6-week goal if any want a more advanced challenge. Definitely designed to be comfortable for beginner bicyclists, the rides will have leaders who discuss safety and proper bike etiquette and at least one of the leaders will ride near the front of the group and another closer to the back.
- Mindy Murdock, the Park Naturalist, is easing into the programming portion of her work with three separate program opportunities this past month in addition presentations to visitors at the Center. Obviously this will pick up as she gets the planning for the Center farther along and can gear up with the schools as they come into session, etc.
- On Saturday July 26<sup>th</sup>, our yearly combined Zionsville Park Department/Central Indiana Bicycle Association (CIBA) ride was held despite quite a bit of rain at the start. The weather cut into our participation with only 50 of the normal ~100+ riders showing up. We had heavy rain for the first 25 minutes right at the start-time, and several delayed going out until it stopped. However, once the rain squall passed that was the last we saw of precipitation that day and the rest of the day went without a hitch. This is a particularly popular ride that has 3 loops all of which start and stop at the park. Because of this, the riders all split up within the first 3 miles or so of the start and this means there is less of a group on any one loop at any particular time.
- As just one example of other recreational programs using our facilities, The St. Al's Fun Run utilized portions of our Mulberry Field Trails (perimeter, mostly) for their 5K Run. This happens quite a number of times in a year, with the Rail Trail and probably Mulberry Fields Park being the most popular for events.